## ORDER

**Orders** Order / Rev: 1599142 Alt Order #: 08413272 MIA MCLEOD, SC SD22 Product Desc: WIS-TV 4594 Estimate: Flight Dates: 10/11/16 - 10/17/16 Primary AE: Ryan Gordon Sales Office: 10/10/16 / 10/10/16 H-DC Original Date / Rev: Order Type: Political Sales Region: National Name: **Canal Partners Media** Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 25 Whitlock Place SW, Suite 201 Billing Cycle: EOM/EOC Marietta, GA 30064 Agency Commission: 15% POL/Mcleod, Mia/D/SC Senate Advertiser New Business Thru: Name: Demographic: A35+ Order Separation: 00:15:00 **Product Codes:** PL610 Advertiser External ID: P 1 Priority: Agency External ID: Revenue Codes: Unit Code: Agency, Political, Pol-Candidate General

**Totals** 

**Bill Plan** 

Start Date	ate End Date # Spots (		Gross Amount	Net Amount
09/26/16	10/17/16	51	\$10,755.00	\$9,141.75

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	51	\$10,755.00	\$9,141.75	0.00
Totals	51	\$10,755.00	\$9,141.75	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ryan Gordon			Start Of Order - End Of Order	100%

Order Share	Share	Total
WIS-TV	40%	\$10,755.00
Market	100%	\$26 887 50

Competitive Share	Share	Total
EIS	0%	\$0.00
WACH	11%	\$2,957.62
WBHQ	0%	\$0.00
WLTX	30%	\$8,066.25
WOLO	19%	\$5,108.62
WRJA	0%	\$0.00
WRLK	0%	\$0.00
WZRB	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End 7	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WIST	V 10/14/1	6 10/14/16	,	3 Comm	10-11PM	1	:30	1	\$350.00P 6	0.00 NM	1	\$350.00
			Dateline									
<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 1	0/10/16	10/16/16	1	1	\$350.00	0.00						
E 2 WIST	V 10/14/1	6 10/14/16	LOC Noon News	Comm	12-1230PM	1	:30	1	\$125.00P 6	0.00 NM	1	\$125.00
			Noon News									
<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 1	0/10/16	10/16/16	1	1	\$125.00	0.00						
E 3 WIST	V 10/14/1	6 10/14/16	SYN EF 430-5P N	1-F Comm	430-5pm	1	:30	1	\$75.00P 6	0.00 NM	1	\$75.00
			SYN Millionaire									

Print Date: 10/10/16 16:01:50 Page 2 of 5

Order / Rev: 1599142 Advertiser: POL/Mcleod, Mia/D/SC Senate

**NBC Today Show** 

Spots/Week

Rate

Rating

Weekdays

Start Date

**End Date** 

Alt Order #: 08413272 Product Desc: MIA MCLEOD, SC SD22 WIS-TV

Flight Dates: 10/11/16 - 10/17/16 Estimate: 4594

Break Start/End Time Rtg Type Spots Ln Ch Start End Inventory Code Days Len Spots Rate Pri Amount 10/14/16 10/14/16 SYN EF 430-5P M-F E 3 WISTV Comm 430-5pm :30 \$75.00P 6 0.00 NM \$75.00 SYN Millionaire Start Date **End Date** Weekdays Spots/Week Rating Rate ----1--Week: 10/10/16 10/16/16 \$75.00 0.00 E 4 WISTV 10/14/16 10/14/16 LOC WIS Sunrise @ 5ar@omm 5-530am :30 ----1--1 \$85.00P 6 0.00 NM 1 \$85.00 WIS Sunrise @ 5am Start Date **End Date** Weekdays Spots/Week Rating Rate ----1--Week: 10/10/16 10/16/16 \$85.00 0.00 E 5 WISTV 10/14/16 10/14/16 LOC Live @ Five Comm Live @ Five ----1--:30 1 \$200.00P6 0.00 NM 1 \$200.00 Live @ Five Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/10/16 10/16/16 ----1--\$200.00 0.00 E 6 WISTV 10/14/16 10/14/16 LOC News @ Six Comm 6-630PM ----1--:30 1 \$500.00P6 0.00 NM 1 \$500.00 News @ Six Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/10/16 10/16/16 ----1--\$500.00 0.00 E 7 WISTV 10/14/16 10/14/16 LOC WIS News Sunrise Comm 6-7AM ----1--:30 \$350.00P6 0.00 NM \$350.00 WIS News Sunrise Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/10/16 10/16/16 ----1--\$350.00 0.00 E 8 WISTV 10/14/16 10/14/16 NET NBC Today Show 2Comm 9-10A ----1--:30 \$200.00P 1 0.00 NM \$200.00 NBC Today Show 2 Start Date End Date Weekdays Spots/Week Rating Rate 10/16/16 ----1--\$200.00 Week: 10/10/16 0.00 E 9 WISTV 10/17/16 10/17/16 Comm 10-11PM **NET Monday Hour 3** 1----:30 \$500.00P6 0.00 NM \$500.00 **Timeless** Start Date **End Date** <u>Weekdays</u> Spots/Week Rating Rate Week: 10/17/16 10/23/16 \$500.00 0.00 E 10 WISTV 10/17/16 10/17/16 NET The Tonight Show Comm 1135-1235xM :30 \$150.00P6 0.00 NM 1 \$150.00 **Tonight Show** Start Date **End Date** Weekdays Spots/Week Rating Rate 10/23/16 Week: 10/17/16 \$150.00 0.00 E 11 WISTV 10/17/16 10/17/16 LOC Noon News Comm 12-1230PM :30 \$125.00P6 0.00 NM 1 \$125.00 Noon News Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/17/16 10/23/16 \$125.00 0.00 E 12 WISTV 10/17/16 10/17/16 SYN EF 430-5P M-F Comm 430-5pm 1----:30 1 \$75.00P6 0.00 NM 1 \$75.00 SYN Millionaire Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/17/16 10/23/16 1----\$75.00 0.00 E 13 WISTV 10/17/16 10/17/16 LOC Live @ Five Comm Live @ Five :30 1 \$200.00P6 0.00 NM 1 \$200.00 Live @ Five Start Date **End Date** Weekdays Spots/Week Rating Rate 10/23/16 Week: 10/17/16 1----\$200.00 0.00 E 14 WISTV 10/17/16 10/17/16 LOC WIS Sunrise @ 53@omm 530-6am :30 \$200.00P 1 0.00 NM 1-----1 1 \$200.00 WIS Sunrise @ 530am Start Date **End Date** Weekdays Spots/Week Rate Rating 1----Week: 10/17/16 10/23/16 \$200.00 0.00 E 15 WISTV 10/17/16 10/17/16 LOC Live @ 530p Comm LIVE @ 530p 1-----:30 1 \$200.00P6 0.00 NM 1 \$200.00 LIVE @ 530p Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/17/16 10/23/16 1----\$200.00 0.00 E 16 WISTV 10/17/16 10/17/16 LOC 7:00 Report Comm 7-730PM 1----:30 \$350.00P6 0.00 NM 1 \$350.00 7:00 Report Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/17/16 10/23/16 1-----\$350.00 0.00 E 17 WISTV 10/17/16 10/17/16 NET NBC Today Show Comm 7-9AM :30 \$350.00P6 0.00 NM 1 \$350.00

Print Date: 10/10/16 16:01:50 Page 3 of 5

Order / Rev: 1599142 Advertiser: POL/Mcleod, Mia/D/SC Senate

Alt Order #: 08413272 Product Desc: MIA MCLEOD, SC SD22 WIS-TV

Flight Dates: 10/11/16 - 10/17/16 Estimate: 4594

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	s Len	Spots	Rate Pri	Rtg Type	Spots	Amount
E 17 WISTV	10/17/1	6 10/17/16	NET NBC Today NBC Today Show		7-9AM	1	:3	30 1	\$350.00P 6	0.00 NM	1	\$350.00
Star Week: 10/	rt Date	End Date 10/23/16	Weekdays 1	Spots/Week	<u>Rate</u> \$350.00	Rating 0.00						
E 18 WISTV			LOC 11:00 PM N	·	11-1135PM		-1- :3	30 1	\$300.00P 6	0.00 NM	1	\$300.00
	rt Date	End Date	11:00 PM News Weekdays1-	Spots/Week	Rate	Rating						
Week: 10/ E 19 WISTV		10/16/16 6 10/15/16	NET Saturday Nig	1 aht LiveComm	\$300.00 1130-1xm	0.00	-1- :3	30 1	\$150.00P 6	0.00 NM	1	\$150.00
			Saturday Night L	ive		D. ()						
Star Week: 10/	<u>rt Date</u> 10/16	End Date 10/16/16	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
E 20 WISTV	10/15/1	6 10/15/16	LOC News @ Six News @ Six (Sat		6-630PM	630-7p	-1- :3	30 1	\$125.00P 6	0.00 NM	1	\$125.00
Star Week: 10/	rt Date 10/16	End Date 10/16/16	Weekdays 1-	Spots/Week	<u>Rate</u> \$125.00	Rating 0.00						
E 21 WISTV			LOC WIS News S WIS News Sature	at Morcomm			-1- :3	30 1	\$100.00P 6	0.00 NM	1	\$100.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/ E 22 WISTV		10/16/16 6 10/16/16	1- RI Fix It & Finish	It Comm	\$100.00 1130-12xm	0.00	1 ·3	30 1	\$10.00P 6	0.00 NM	1	\$10.00
			RI Fix It & Finish	It					Ψ.σ.σσ. σ	0.00	·	ψ.σ.σσ
Star Week: 10/	rt Date 10/16	End Date 10/16/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$10.00	Rating 0.00						
E 23 WISTV			LOC News @ Six	· · · · ·	<u> </u>		1 :3	30 1	\$250.00P 1	0.00 NM	1	\$250.00
Cto	rt Data	End Data	News @ Six (Sur		Doto	Detina						
Week: 10/	<u>rt Date</u> 10/16	End Date 10/16/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
E 24 WISTV	10/16/1	6 10/16/16	NET NBC Sunday		8-9AM		1 :3	30 1	\$150.00P 6	0.00 NM	1	\$150.00
Star	rt Date	End Date	NBC Sunday Too Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/16/16	1	1	\$150.00	0.00			<b>*</b>	0.00.1114		
E 25 WISTV	10/13/1	6 10/13/16	NET Days of Our Days of Our Live:		1-2PM	1-	:3	30 1	\$100.00P 6	0.00 NM	1	\$100.00
Star Week: 10/	rt Date	End Date 10/16/16	Weekdays 1	Spots/Week	<u>Rate</u> \$100.00	Rating 0.00						
E 26 WISTV			NET NBC Today		•	1-	:3	30 1	\$75.00P 6	0.00 NM	1	\$75.00
Cta		End Data	NBC Today Show		Data	Detine						
<u>اعتد</u> /Week: 10	<u>rt Date</u> 10/16	End Date 10/16/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$75.00	Rating 0.00						
E 27 WISTV	10/13/1	6 10/13/16	LOC 11:00 PM No 11:00 PM News	ews Comm	11-1135PM	1-	:3	30 1	\$300.00P 6	0.00 NM	1	\$300.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/ E 28 WISTV		10/16/16 6 10/13/16	1 LOC Live @ 4PM	Comm	\$300.00 4-430pm	0.00	:3	30 1	\$50.00P 6	0.00 NM	1	\$50.00
			Live @ 4PM	•					φοσίου. σ	0.00	·	400.00
Star Week: 10/	<u>rt Date</u> 10/16	End Date 10/16/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
E 29 WISTV			LOC WIS Sunrise WIS Sunrise @ 5	@ 5arGomm		1-	:3	30 1	\$85.00P 6	0.00 NM	1	\$85.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/ E 30 WISTV		10/16/16 6 10/13/16	LOC Live @ 530p	) Comm	\$85.00 LIVE @ 530	0.00 )p1-	:3	30 1	\$200.00P 6	0.00 NM	1	\$200.00
Star	rt Date	End Date	LIVE @ 530p Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	10/16	10/16/16	1	1	\$200.00	0.00						
E 31 WISTV	10/13/1	6 10/13/16	LOC 7:00 Report 7:00 Report	Comm	7-730PM	1-	:3	30 1	\$350.00P 6	0.00 NM	1	\$350.00
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						

Print Date: 10/10/16 16:01:50 Page 4 of 5

Order / Rev: 1599142 Advertiser: POL/Mcleod, Mia/D/SC Senate

Alt Order #: 08413272 Product Desc: MIA MCLEOD, SC SD22 WIS-TV

Flight Dates: 10/11/16 - 10/17/16 Estimate: 4594

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 31 WISTV	10/13/1	6 10/13/16	LOC 7:00 Report 7:00 Report	Comm	7-730PM	1	:30	1	\$350.00P 6	0.00 NM	1	\$350.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/7 E 32 WISTV		10/16/16 6 10/13/16	1 NET NBC Today	Show Comm	\$350.00 7-9AM	0.00	:30	1	\$350.00P 6	0.00 NM	1	\$350.00
L 02 WIOTV	10/10/1	0 10/13/10	NBC Today Show		7-37-W	_	.50		ψ550.001 0	0.00 14101	'	ψ000.00
Star Week: 10/	<u>rt Date</u> 10/16	End Date 10/16/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 33 WISTV	10/13/1		NET Thursday Ho	our 2 Comm	•	1	:30	1	\$400.00P 6	0.00 NM	1	\$400.00
Star	rt Date	End Date	Chicago Med Weekdays	Spots/Week	Rate	Rating						
Week: 10/	10/16	10/16/16	1	1	\$400.00	0.00						
E 34 WISTV	10/11/1	6 10/11/16	NET Days of Our Days of Our Live		1-2PM	-1	:30	1	\$100.00P 6	0.00 NM	1	\$100.00
	rt Date	End Date	Weekdays -1	Spots/Week	Rate	Rating						
Week: 10/2 E 35 WISTV		10/16/16 6 10/11/16	NET NBC Today	<u> </u>	\$100.00 10-11am	0.00	:30	1	\$75.00P 6	0.00 NM	1	\$75.00
Cto	-t D-t-	End Data	NBC Today Show		Dete	Detina						
<u>Star</u> Week: 10/	<u>rt Date</u> 10/16	End Date 10/16/16	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$75.00	Rating 0.00						
E 36 WISTV	10/11/1	6 10/11/16	NET Tuesday Ho	ur 3 Comm	10-11PM	-1	:30	1	\$500.00P 1	0.00 NM	1	\$500.00
<u>Star</u>	rt Date	End Date	Chicago Fire Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/16/16	-1	1	\$500.00	0.00						
E 37 WISTV	10/11/1	6 10/11/16	NET The Tonight Tonight Show	Show Comm	1135-1235xN	И -1	:30	1	\$150.00P 6	0.00 NM	1	\$150.00
Star Week: 10/	rt Date	End Date 10/16/16	Weekdays -1	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
E 38 WISTV			LOC Live @ 4PM		4-430pm	-1	:30	1	\$50.00P 6	0.00 NM	1	\$50.00
Star	rt Date	End Date	Live @ 4PM Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/16/16	-1	<u> </u>	\$50.00	0.00						
E 39 WISTV	10/11/1	6 10/11/16	LOC WIS Sunrise @ 5	_	5-530am	-1	:30	1	\$85.00P 6	0.00 NM	1	\$85.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/7 E 40 WISTV		10/16/16 6 10/11/16	-1 LOC Live @ 530p	Comm	\$85.00 LIVE @ 530p	0.00	:30	1	\$200.00P 6	0.00 NM	1	\$200.00
			LIVE @ 530p						<b>*</b>			,
<u>Star</u> Week: 10/	<u>rt Date</u> 10/16	End Date 10/16/16	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
E 41 WISTV	10/11/1	6 10/11/16	LOC WIS News S		6-7AM	-1	:30	1	\$350.00P 6	0.00 NM	1	\$350.00
<u>Star</u>	rt Date	End Date	WIS News Sunris Weekdays	se <u>Spots/Week</u>	<u>Rate</u>	Rating						
Week: 10/		10/16/16	-1	1	\$350.00	0.00			****			40-000
E 42 WISTV	10/11/1	6 10/11/16	NET NBC Today NBC Today Show		7-9AM	-1	:30	1	\$350.00P 6	0.00 NM	1	\$350.00
	rt Date	End Date	Weekdays -1	Spots/Week	Rate	Rating						
Week: 10/7 E 43 WISTV		10/16/16 6 10/12/16	LOC 11:00 PM N		\$350.00 11-1135PM	0.00	:30	1	\$300.00P6	0.00 NM	1	\$300.00
			11:00 PM News									
<u>Star</u> Week: 10/	<u>rt Date</u> 10/16	End Date 10/16/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
E 44 WISTV	10/12/1	6 10/12/16	SYN DY 11-12P Live W/Kelly	M-F Comm	11A-12P	1	:30	1	\$75.00P 6	0.00 NM	1	\$75.00
<u>Star</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/16/16	1	. 1	\$75.00	0.00	.00		#4F 00D 0	0.00 NA		<b>645.00</b>
E 45 WISTV	10/12/1	o 10/12/16	NET Late Night Late Night	Comm	1235x-135x	1	:30	1	\$15.00P 6	0.00 NM	1	\$15.00
Star	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						

Print Date: 10/10/16 16:01:50 Page 5 of 5

Order / Rev: 1599142 Advertiser: POL/Mcleod, Mia/D/SC Senate

Alt Order #: 08413272 Product Desc: MIA MCLEOD, SC SD22 WIS-TV

Flight Dates: 10/11/16 - 10/17/16 Estimate: 4594

Ln Ch S	tart End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 45 WISTV 10	/12/16 10/12/16	NET Late Night	Comm	1235x-135x	1	:30	1	\$15.00P 6	0.00 NM	1	\$15.00
		Late Night									
Start D		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/10/		1	1	\$15.00	0.00						
E 46 WISTV 10	)/12/16 10/12/16	LOC Live @ 4PM	Comm	4-430pm	1	:30	1	\$50.00P 6	0.00 NM	1	\$50.00
044 D	-t-	Live @ 4PM	0	D-4-	Detin						
Start D Week: 10/10/		<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$50.00	Rating 0.00						
E 47 WISTV 10		SYN EF 430-5P N	1 Comm	*	1	:30		\$75.00P 6	0.00 NM	,	¢75.00
E47 WISTV 10	1/12/16 10/12/16	SYN EF 430-5P N	1-F Comm	430-5pm	1	:30	1	\$75.00P 6	U.UU INIVI	1	\$75.00
Start D	ate End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/10/		1	<u> </u>	\$75.00	0.00						
E 48 WISTV 10	/12/16 10/12/16	LOC WIS Sunrise	@ 53@omm		1	:30	1	\$200.00P 1	0.00 NM	1	\$200.00
		WIS Sunrise @ 5	_		_		-	<b>*</b>			<b>7</b>
Start D	ate End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/10/	16 10/16/16	1	1	\$200.00	0.00						
E 49 WISTV 10	/12/16 10/12/16	LOC News @ Six	Comm	6-630PM	1	:30	1	\$500.00P 6	0.00 NM	1	\$500.00
		News @ Six									
Start D	ate End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/10/	16 10/16/16	1	1	\$500.00	0.00						
E 50 WISTV 10	/12/16 10/12/16	NET NBC Today		7-9AM	1	:30	1	\$350.00P 6	0.00 NM	1	\$350.00
		NBC Today Show	/								
Start D		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/10/		1	1	\$350.00	0.00						
E 51 WISTV 10	/12/16 10/12/16	SYN PA 730-8P N		730-8PM	1	:30	1	\$300.00P 6	0.00 NM	1	\$300.00
		Entertainment To	J								
Start D		Weekdays	Spots/Week	Rate	Rating						
Week: 10/10/	16 10/16/16	1	1	\$300.00	0.00						

Totals 51 \$10,755.00